

CHEERS

COLE HAAN

COLE HAAN
Extraordinary passes it on.
ROCKEFELLER CENTER
COLUMBIA CIRCLE

Download the app
Cheers

FROM THE BAR TO YOUR DOORSTEP
Scan to download the Cheers app
#raiseaglasswithus

Let's win childhood cancer together

WATCH US ON
@NFL EXPERIENCE
#NFLX

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TSQ

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BIG BUS NEW YORK

Cheers, a new alcohol and cocktail delivery app, launched its first ever OOH ad in Times Square on the first Saturday of May 2021.

OUTFRONT STUDIOS designed the creative for Cheers, and by utilizing a QR code, the OOH encouraged people to scan to download the app.

The campaign was a major success for the startup! It reached thousands on Instagram and the brand secured \$300K in funding the following week!

FROM THE BAR TO YOUR DOORSTEP

Scan to download the Cheers app

#raiseglasswithus

Download the app

Cheers

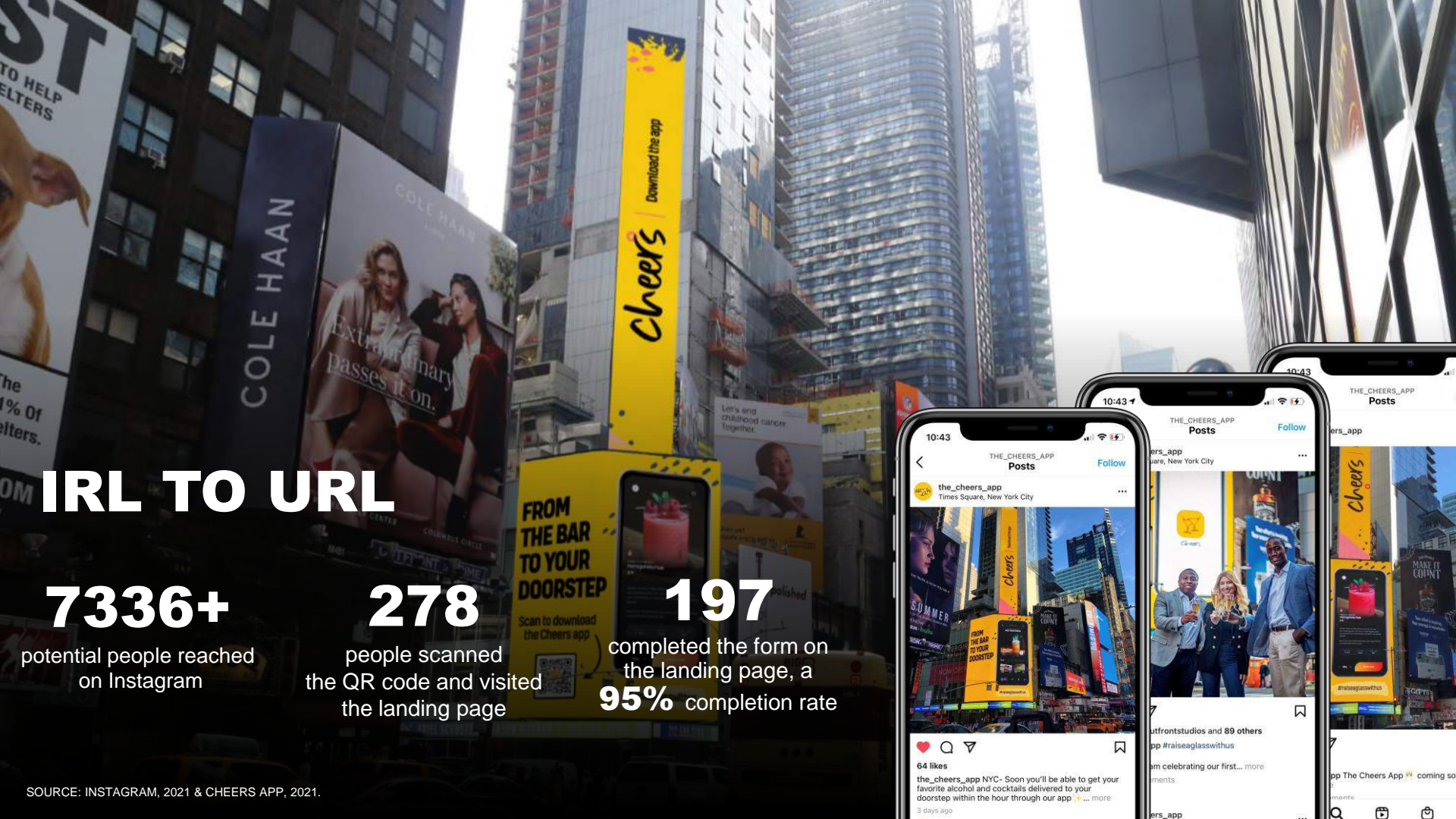
Let's end childhood cancer. Together.

polished

CATCH US ON INTERVIEW

M&M's

BIG BUS NEW YORK



IRL TO URL

7336+

potential people reached on Instagram

278

people scanned the QR code and visited the landing page

197

completed the form on the landing page, a **95%** completion rate

SOURCE: INSTAGRAM, 2021 & CHEERS APP, 2021.